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CINEMA SAMACHAR

THE OFFICIAL ORGAN OF THE MADRAS FILM LEAGUE

DEVOTED TO FILM INDUSTRY & ART

Vol. II	APRIL 1939	No. 10

What the Industry Needs

THE needs of the motion picture industry are too many and varied to deal with. But they may be summed up in one word, viz need for systematisation. During these past twenty-five years there has not been any sincere attempt made to give this trade a definite individuality and importance in the economic scheme of the country. And so, we hope, that the first concrete step in this direction will be made at the forthcoming Congress at Bombay. More than the Government help, we call upon the delegates assembling at the Congress to give serious thought to the question of systematising the progress of this trade. For our part, we suggest towards that end the immediate establishment of what may be called All India Film Institute, deriving its sanction from the trade as well as from the Government and functioning as the highest tribunal, effectively controlling, guiding and dictating the progress of every phase of the industry, to the mutual benefit of every unit comprising in this trade in India. It is open to the delegates to take up this idea, if worthwhile and work up details thereon or reject it, if they do not like. Nevertheless, we desire to exhort the delegates to hit upon some plan of solving the several problems confronting the trade in a bold but effective manner with a view to achieving the systematisation of the trade. That way lies the duty of the forthcoming Congress.

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FILM LEAGUE'S ACTIVITIES

MADRAS, March, 22

THE deputation of the Madras Film League, consisting of the following members met the Hon'ble Mr. C. Rajagopalachariar, Prime Minister of Madras at the Secretariat, Fort St. George, Madras on 22nd March '39 and represented to him its views on the proposed Provincial Entertainment Tax.

Members of the Deputation :

Mr. S. K. Mahimwala (New Elphinstone), Mr. C. Parthasarathy Naicker (Member of Madras Corporation and Proprietor, Brighton Talkies), Mr. Irani (Proprietor, Star Talkies), Mr. N. N. Mistri (Roxy Talkies), Mr. T. Kannabiran (Madras Theatres), Mr. L. L. Patel (Managing Partner, Select and Sagar Talkies), Mr. N. Rajabushanam, (Managing Partner, Sree Radhakrishna Touring Talkies, Pithapuram, East Godavari Dt.): Mr. K. C. Chakko (Junior), (General Manager of touring talkies of Imperial, Gaiety, and Coronation) and Mr. V. Ramarao (Honorary Secretary, Madras Film League).

The following memorandum was submitted to the Prime Minister. Besides, the deputationists made representations of their grievances and difficulties, in relation to the proposed tax.

The Hon'ble Prime Minister gave a patient hearing and promised to give his consideration to the representations.

MEMORANDUM

To,

The Hon'ble Mr. C. Rajagopalachariar,

Respected Sir,

We the members of the deputation of the Madras Film League, (representing the film producers, distributors and exhibitors in Madras Presidency) beg to thank you for your kindness in permitting us to express our views on the proposed levy of tax on entertainments in the province.

Before we go into the terms and rates of the proposed taxation we beg to submit a few words on the present state of affairs in the motion picture industry in South India. We are sure you appreciate the fact that this industry is a potential indigenous trade and as such can play its part in the regeneration of our country. But we submit that its present state of progress is anything but satisfactory. Film production is now passing through an unheard of depression. Several studios have closed their doors, some for good, and the takings at the cinema theatres are so disappointing that the film business as a whole is in a miserable plight.

To add to all this, this industry in all its branches apart, from other general Taxes, has been particularly subject to innumerable

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N.h.m 211, N37 SC N39 2.11

items of taxation from time to time. The industry pays among others the following taxes to the Government and to the other local authorities :

1. Film Censoring fees.
2. Tax on storing film.
3. Tax on running motors.
4. Vehicle tax on advertisement lorries treated as Motor lorries or goods vehicle even though they are running empty.
5. Electrical inspection fees.
6. Theatre license fees.
7. Public resort license fees.
8. Advertisement tax.

The latest burden namely advertisement tax on posters, vehicles, slides, sandwich boards and other means of advertisements, has completely paralysed the exhibition business in the city, while on account of want of rains resulting in famine in some arears and occurrence of cyclone in some others and general depression all round, film business in most of the districts is running at heavy losses.

In such peculiar and depressing circumstances comes now the Provincial Entertainment Tax. We beg to make it clear that we do not propose to dispute the principle of this measure as a source of income to the Government. But we do emphatically state that the present time is the most inopportune for this tax. Moreover, the Government have not given sufficient time to public and to film business people, spread over the different corners of the presidency to understand the implications of this measure and express their difficulties with regard to the various aspects of the bill. Therefore, we beg to request the Government that they may be pleased to postpone taking up this measure by an year so that in the meantime it may enable the Government to study the situation and fiind out whether this industry can bear this additional taxation. But if the Government should, in any circumstonces, find it absolutely impossible to postpone the inforcement of the tax, we beg to submit that you will kindly consider our suggestions so that the Act may not work hardship on the industry.

As already mentioned in our recent communication to the Government, we are deeply concerned over the rates of the tax and so we venture to suggest that the purpose of the Government will be served by retaining the existing rates and at the same time provincialising the Act by which means the revenue to the Government through this source shall become very much augumented because the Act will apply to several centres where the tax had not been in force hitherto.

We hope that you appreciate that cinema is the poor man's amenity and offers especially in the Districts a healthy diversion for the poor people from the evils of drink because it is the only form of cheap entertainment available to them. And so, a fresh

FILM PEOPLE !

PLEASE TAKE NOTE

Reports are to hand that film business people, spread over the distant places in South India, have been handicapped in the matter of effectively representing their grievances and difficulties to the authorities whenever occasion arises. And so, the Madras Film League, which stands for the improvement of the film industry in South India, will be glad to receive all information from the aggrieved parties for purposes of representation to the Government and other bodies.

Film business people are therefore requested to communicate all their grievances and difficulties, as and when they arise to: Hony. Secretary, Madras Film League, 2, Venkatachala Naick St., Mount Road P.O, MADRAS.

GOOD NEWS!

Arrangements have definitely taken shape for the inauguration of a film body called "**Film Chamber of Commerce, Madras**" for the purpose of serving, controlling, guiding and systematising the progress of the various phases of the motion picture trade in South India. The Chamber has the final say in all film matters.

ORGANISERS

Cover Page: Miss. KRISHNAVENI in "Mahananda"

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burden, which this act proposes to impose on the poor film-goer who is after all the main-stay of this industry will have serious repercussions and retard the progress of this industry. Therefore, we beg to submit that you may kindly consider the advisability of abandoning any tax on the admission fee of annas four and below and retaining the same rate on the admission fees of above annas 4 as existing at present.

In conclusion, thanking you once again for affording us this opportunity, we beg to request you that you will kindly consider the above suggestions and make the necessary amendments in the Bill accordingly in the interest of this growing national industry.

MADRAS ENTERTAINMENT TAX, 1939

THE Madras Entertainment Tax Bill 1939, was passed in the Madras Legislative Assembly on Friday 31st March 1939. The Act will come into force shortly.

The following are the provisions of the Bill.

PROVISIONS

Whereas it is expedient to provide for the levy by the provincial government of a tax on amusements and othor entertainments, to repeal the Madras Local Authorities Entertainments Tax Act 1926, and to provide for the payment of compensation to local authorities now levying a tax under the Act aforesaid ; it is hereby enacted as follows :

1. (1) This act may be called the Madras Entertainments Tax Act, 1939.

(2) It extends to the whole of the province of Madras.

(3) This section shall come into force at once, and the rest of this Act shall come into force on such date as the provincial Government may, by notification in the Official Gazette, appoint.

2. The Madras Local Authorities Entertainments Tax Act 1926, is hereby repealed :

DEFINITIONS

3. In this Act, unless there is anything repugnant in the subject or context.

(1) "admission" includes admission as a spectator or as one of an audience, and admission for the purpose of amusement by taking part in an entertainment ;

(2) "admission to an entertainment" includes admission to any place in which an entertainment is held ;

(3) "agriculture" includes horticulture and the breeding of animals of every description ;

(4) "entertainment" includes any exhibition, performance amusement, game, sport, or race to which persons are admitted for payment ;

(5) "local authority" means the corporation of Madras, or a municipal council or a local board constituted under any enactment for the time being in force ;

(6) "payment for admission includes—

(*a*) any payment made by a person who. having been admitted to one part of a place of entertainment, is subsequently admitted to another part thereof, for admission to which a payment involving a tax or a higher tax is roquired ;

(*b*) any payment for seats or other accommodation in a place of entertainment : and

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THE GRANDEST ROMANCE IN
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WITH

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Gigantic feats of Strength
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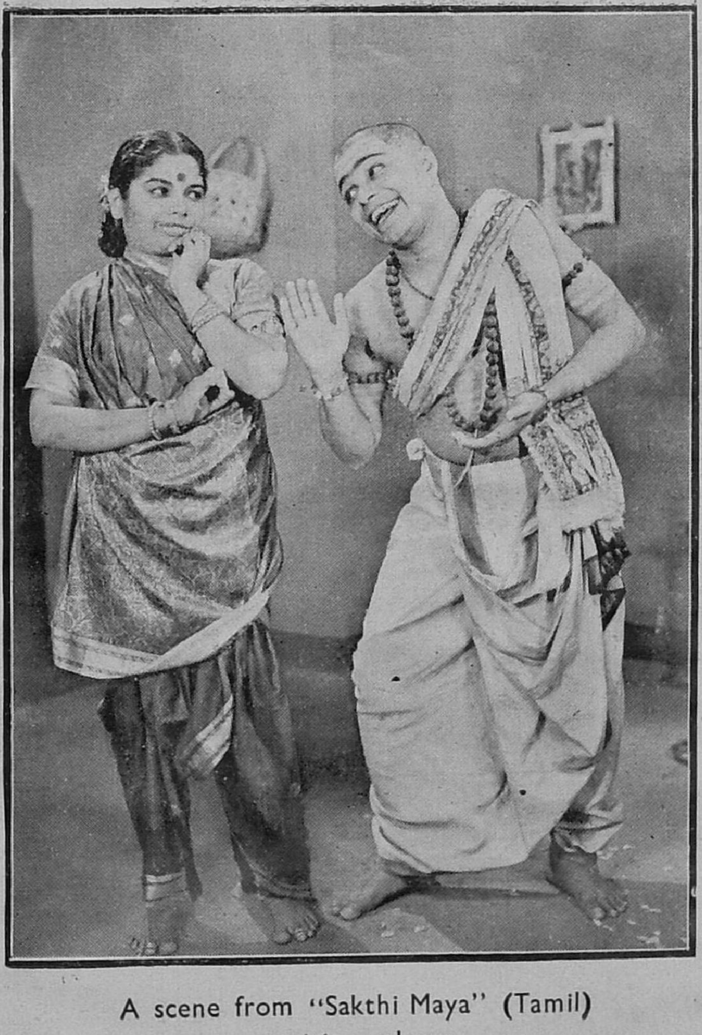

A scene from "Sakthi Maya" (Tamil) awaiting release.

Miss. Lalitha as Indira in "Jayaprada"
(Telugu)
To be released shortly.

(c) any payment for any purpose whatsoever connected with an entertainment which a person is required to make as a condition of attending or continuing to attend the entertainment in addition to the payment, if any, for admission to the entertainment ;

(7) "prescribed" means prescribed by rules made under this Act ;

(8) "proprietor" in relation to any entertainment includes any person responsible for the management thereof ; and

(9) "institution" includes a company, society, club or other association of persons by whatever name called.

Tax on payments for admission to Entertainments

4. Except or otherwise expressly provided in this Act, there shall be levied, and paid to the provincial Government, on all payments for admission to any entertainment, a tax hereinafter referred to as the entertainments tax at the following rates, namely :—

Where the payment, excluding the amount of the tax—

(i) is not more than two annas—three pies.

(ii) is more than two annas but less than six annas—six pies.

(iii) is six annas or more but is less than twelve annas—one anna.

(iv) is twelve annas or more but is less than one rupee eight annas—two annas.

(v) is one rupee eight annas or more but is less than two rupees eight annas—four annas.

(vi) is two rupees eight annas or more but is less than three rupees eight annas—eight annas.

(vii) is three rupees eight annas or more but is less than four rupees eight annas—twelve annas,

(viii) is four rupees eight annas or more but is less than six rupees eight annas—one rupee.

(xi) is six rupees eight annas or more but is less than nine rupees eight annas—one rupee eight annas.

(x) is nine rupees eight annas or more but is less than ten rupees—two rupees.

(xi) is ten rupees or more—for the first ten rupees and for every ten rupees or part of ten rupees over ten rupees—two rupees .

Composition and consolidated payment of tax.

5. The Provincial Government may, on the application of the proprietor of any entertainment in respect of which the entertainments tax is payable under section 4 allow the proprietor on such conditions as they may lay down—

(a) to compound the tax payable in respect of such entertainment for a fixed sum ; or

(b) to pay the amount of the tax due by means of a consolidated payment at such percentage of the gross proceeds

received by the proprietor on account of payments for admission to such entertainment and an account of the tax, as the Provincial Government may fix.

Admission to entertainments.

6. (1) Save in the cases referred to in section 5, no person shall be admitted for payment to any entertainment where the payment is subject to the entertainments tax except—

(*a*) with a ticket stamped with an impressed, embossed, engraved or adhesive stamp (not previously used) issued by the Provincial Government and indicating proper seat for such ticket or

(*b*) in special cases, with the approval of the Provincial Government, through a barrier which, or by means of a mechanical contrivance which, automatically registers the number of persons admitted,

unless the proprietor of the entertainment has made arrangements approved by the Provincial Government for furnishing returns of the payments for admission to the entertainment and has given security upto an amount and in a manner approved by the Provincial Government for the payment of the entertainments tax.

(2) Nothing in sub-section (1) shall be deemed to preclude the Provincial Government from requiring security from the proprietor of an entertainment for the payment of the entertainments tax in any other case.

Manner of payment of tax.

7. (1) The entertainments tax shall be levied in respect of each person admitted for payment, and in the case of admission by stamped ticket. shall be paid by means of the stamp on the ticket. and in the case of admission otherwise than by stamped ticket, shall be calculated and paid on the number of admissions.

(2) The entertainments tax in the case of admission otherwise than by stamped ticket, shall be recoverable from the proprietor.

(3) Where the payment for admission to an entertainment is made wholly or partly by means of a lump sum paid as a subscription or contribution to any society, or for a season ticket or for the right of admission to a series of entertainments or to any entertainment during a certain period of time, the entertainments tax shall be paid on the amount of the lump sum, but where the Provincial Government are of opinion that the payment of a lump sum or any payment for a ticket represents payment for other privileges, rights or purposes besides the admission to an entertainment during any period during which the tax has not been in operation, the tax shall be levied on such an amount as appears to the Provincial Government to represent the right of admission to entertainments in respect of which the entertainments tax is payable.

Entertainments exempted from payment of tax.

8. (1) The entertainments tax shall not be levied on payments for admission to any entertainment where the Provincial Government are satisfied—

(*a*) that the entire gross proceeds of the entertainment are devoted to philanthropic, religious or charitable purposes without any charge on such proceeds for any expenses of the entertainment ; or

(*b*) that the entertainment is of a wholly educational character ; or

(*c*) that the entertainment is provided for purposos which are partly educational or partly scientific or culturai by a society not conducted or established for profit: or

(*d*) that the entertainment is provided by a society not conducted for profit and established solely for the purpose of agriculture or of a manufacturing industry, and consists solely of an exhibition of articles which are of material interest in connexion with questions relating to public health or agriculture, or of the industry for promoting the interests of which the society exists or of the materials, machinery, appliances or foodstuffs in the production of those products.

(2) The Provincial Government may, by general or special order, exempt any entertainment or class of entertainments from liability to the entertainment tax.

Refunds in certain cases.

9. Where the Provincial Government are satisfied that the whole of the net proceeds of an entertainment are devoted to philanthropic, religious or charitable purposes, and that in calculating the net proceeds, not more than twenty-five per cent of the gross proceeds have been deducted on account of the expenses of the entertainment, they shall repay to the proprietor the amount of the entertainments tax paid in respect of the entertainment.

Manner of recovery of tax.

10. Any amount due on account of the entertainments tax may be recovered by the Provincial Government as if it were an arrear of land revenue.

Inspection

11. (1) (*a*) Any officer authorized by the Provincial Government in this behalf may enter any place of entertainment while the entertainment is proceeding, and any place of entertainment at any place ordinarily used as a place of entertainment at any reasonable time, for the purpose of seeing whether the provisions of this Act or any rules made thereunder are being complied with.

(*b*) Every officer so authorized shall be deemed to be a public servant within the meaning of section 21 of the Indian Penal Code.

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(2) The proprietor of every entertainment or the owner or person in charge of any place ordinarily used as a place of entertainment shall give every reasonable assistance to the inspecting officer in the performance of his duties under sub-section (1),

(3) If any person prevents or obstructs the entry of the inspecting officer, he shall, in addition to any other punishment to which he is liable under any law for the time being in force, be punished with fine which may extend to five hundred rupees.

Exemption from payment for admission

12. The officer referred to in section 11 or any other officer who has to enter any place of entertainment in pursuance of a duty imposed upon him by or under this Act or any other law shall not be required to pay for his admission to the entertainment.

Payment of compensation to local authorities

13. (1) From the proceeds of the tax collected under this Act every year, there shall be paid to each of the local authorities which were in receipt of any income from the tax levied under the Madras Local Authorities Entertainment Tax Act, 1926, during auy part of the three years preceding the 1st April 1939, a sum equivalent to the average net annual income derived by such local authority during those three years from the tax so levied.

(2) The Provincial Government shall determine the sums which should be paid to local authorities under sub-section (1) and their determination shall be final.

Provided that from the amount payable under this sub-section to any local authority for the first year after the commencement of this Act, the net income derived by the authority from any tax levied on and after the 1st April of that year under the Madras Local Authorities Entertainments Tax Act, 1926, shall be deducted.

"Explanation: In this sub-section, 'year' shall mean the financial yoar."

Penalties

14. The prproietor of any entertainment who—

(*a*) admits any person for payment to any place of entertainment in contravention of the provisions of section 6, or

(*b*) fails to pay the tax due from him within the time prescribed, or fraudulently evades the tax

(*c*) contravenes any of the provisions of this Act,

shall, on conviction by a Magistrate, be liable in respect of each such offence to a fine which may extend to five hundred rupees, and shall in addition, be liable to pay any tax which should have been paid.

Power to compound offences

15. The prescribed authority may accept from any person who has committed or is reasonably suspected of having committed an offence against this Act, by way of composition of such offence—

It's Coming With A Bang!

MAHANANDA

(IN TELUGU)

●

Jaya Film's Magnificient Socio-Mythological Picture.

Awaiting Release at several centres in ANDHRA DESA

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AND OTHERS

For Particulars Apply to:—

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(*a*) where the offence consists of the failure to pay, or the evasion of, any tax payable under this Act, in addition to the tax so payable, a sum of money not exceeding five hundred rupees or double the amount of the tax payable, whichever is greater, and

(*b*) in other cases, a sum of money not exceeding five hundred rupees.

Power to make rules

16. (1) The Provincial Government may make rules for securing the payment of the entertainments tax and generally for carrying into effect the purposes of this Act.

(2) In particular and without prejudice to the generality of the foregoing power, they may make rules—

(*a*) for the supply and use of stamped or embossed tickets, or for the stamping or embossing of tickets, sent to be stamped or embossed, and for securing the defacement of stamps when used ;

(*b*) for the use of tickets covering the admission of more than one person and the calculation of the tax thereon ; and for the payment of the tax on the transfer from one part of a place of entertainment to another, and on payments for seats or other accommodation ;

(*c*) for controlling the use of barriers or mechanical contrivances (including the prevention of the use of the same barrier or mechanical contrinance for payment of a different amount) and for securing proper records of admission by means of barriers or mechanical contrivances ;

(*d*) for the checking of admissions, the keeping of accounts and the furnishing of returns by the proprietors of entertainments to which the provisions of section 5 are applied or in respect of which the arrangements approved by the Provincial Government for furnishing returns are made under section 6 ;

(*e*) for the renewal of damaged or spoiled stamps and for the procedure to be followed on applications for refund under this Act or under the rules made thereunder ;

(*f*) for the keeping of accounts of all stamps used under this Act ;

(*g*) for the presentation and disposal of applications for exemption from payment of the entertainments tax, or for the refund thereof, made under the provisions of this Act ;

(*h*) for the collection of the entertainments tax under this Act and the powers to be exercised by the officers of the Provincial Government in that behalf ;

(*i*) for authorizing any local authority to collect the entertainments tax on behalf of the Provincial Government in the area within the jurisdiction of the local authority or any part of such area, for the payment of a commission to the local authority for making the collection, and for the powers to be exercised by the officers of the local authority in connexion with such collection ;

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with

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A scene from "Vandemataram" (Telugu)
Now running to crowded houses in several centres.

A scene from "Bhaktha Kumana", (Tamil) to be released shortly.

A scene from "Thiruneelakanta Nayanar" (Tamil) to be released shortly.

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A scene from "Dushman" now running at Star Talkies, Madras.

(*j*) for the issue of passes by proprietors of entertainments for the admission of officers who have to perform any duty in connexion therewith or any other duty imposed upon them by law ; and

(*k*) for any other matter for which provision in this Act and for which provision is, in the opinion of the Provincial Government, necessary for giving effect to the purposes of the Act.

(3) In making a rule under sub-section (1) or sub-section (2), the Provincial Government may provide that a breach thereof shall be punishable with fine which may extend to five hundred rupees.

(4) All rules made under this section shall be published in tha Official Gazette, and on such publication shall have effect as if enacted in this Act.

Bar of certain proceedings

17. (1) No suit, prosecution of other proceeding shall lie against any officer or servant of the Provincial Government, for any act done or purporting to be done under this Act, without the previous sanction of the Provincial Government.

(2) No officer or servant of the Provincial Government shall be liable in respect of any such act in any civil or criminal proceeding, if the act was done in good faith in the course of the execution of duties or the discharge of functions imposed by or under this Act.

Limitation for certain suits and prosecutions

18. No suit shall be instituted against the Crown and no suit, prosecution or other proceeding shall be instituted against any officer or servant of the Provincial Government in respect of any act done or purporting to be done under this Act, unless the suit, prosecution or other proceeding is instituted within six months from the date of the act complained of.

Proceedings, etc., against collecting the tax

19. If any local authority has been authorized under this Act to collect the entertainments tax on behalf of the Provincial Government, the provisions of sections 17 and 18 shall apply in regard to the officers and servants of such authority in the same manner as they apply in regard to the officers and servants of the Provincial Government.

Power to delegate certain powers

20. (1) The Provincial Government may, by notification in the Official Gazette, delegate all or any of their powers under this Act except those conferred upon them by sub-section (3) of section 1, section 16 and this section, to any person or authority subordinate to the Provincial Government and may in like manner withdraw any power so delegated.

(2) The exercise of any powers delegated under sub-section (1) shall be subject to such restrictions, limitations and conditions, if any, as may be laid down by the Provincial Government, and shall also be subject to control and revision by them,

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STATEMENT OF OBJECTS AND REASONS

The object of this Bill is to provide for the levy by the Provincial Government of a tax on amusements and other entertainments. Such a tax is now being levied in Bengal, Bombay, Bihar, the United Provinces and the North-West Frontier Province. Certain local bodies in this Presidency are now levying a tax under the Madras Local Authorities Entertainments Tax Act, 1926 (Madras Act V of 1927). It is proposed to repeal this Act and to provide for the levy of a provincial tax throughout the Presidency, the local bodies now levying the tax being duly compensated by the payment to them of a sum equivalent to the average net annual income derived by them from the tax during the three years 1936–37, 1937–38 and 1938-39.

The tax will be levied on all payments for admission to entertainments at rates representing approximately about 12½ per cent of such payments. The provisions in the Bill are mostly based on those contained in the Madras Local Authorities Entertainments Tax Act, 1926. Certain provisions based on the Acts of other Provinces have also been added.

FILM INVENTION IN AUSTRALIA

Stereoscopic Movie Screen Patented

World patents on a new stereoscopic motion picture screen are being taken out by L. G. Pimblett of Sydney.

Mr. Pimblett's screen comprises a ground glass through which the light is filtered on to a bevelled mirror. By placing the ground glass at an angle to the mirror correct prespective or depth is obtained without any loss of focus.

Pictures may also be shown in broad daylight with the new screen.

The inventor says he has received many offers from financial interests to exploit the invention overseas. At a recent demonstration to lecturers from Sydney University and motion picture interests, spotlight was directed on the screen without affecting the clarity of the picture.

FILM INSTITUTIONS

"VANDEMATARAM"—Vauhini Pictures' Telugu Talkie now running at Broadway Talkies, Madras, is an out of the way social photo-play which attempts to solve the poignant problem of educated unemployment in a novel manner, with the background of woman's selfless devotion to her husband.

Kanchanamala as the heroine holds the acting honours and is given creditable support by Nagiah as the hero. Others in the cast have acquitted themselves well.

The picture abounds in splendid spectacle consisting among, others of the famous Humpi Ruins, and the simplicity of rural life, and also incidentally satirises the irrepressible pranks of the michievous sister in law, usual stunts in Telugu drama, Madrasi's contempt for Andhra etc. etc.

"Vandemataram", is a high class picture, which is as artistic as it is technically O.K.

Mr. B. N. Reddi, Director, Mr. Ramnoth, Cameraman Mr. Sekhar, Sound engineer and Mr. S. V. R. Achariar, the author, deserve congratulations upon this achievement.

PRABHAT : "LIFE FOR LIVING"—"Life's For Living," Mr. Shantaram's picture in production, has been titled. It has been a busy time for the recording and music departments as most of the songs were recorded last week. Mrs. Shanthabai Hubliker has song her songs with a zeal which brings out the correct spirit of the character she is portraying. Her duet song with Master Medak has been rendered so well by both the artistes that it is sure to become a great hit, and also it will set up a new trend in duets. Master Krishnarao, the music director has once again an opportunity which he has duly taken advantage of—of composing catchy and novel tunes, the like of which he is already well known for. The music has been recorded on the new R. C. A. high fidelity machine which has brought out the life and soul of the songs.

Great enthusiasm prevails among the studio staff about the forthcoming Motion Picture Congress. Tickets have been sold like hot cakes, many persons having become reception committee members and delegates. Every member feels the responsibility of contributing towards the success of the Congress and Jubilee celebrations.

NEW THEATRES STUDIO—"BAR-DIDI" (Hindi & Bengali)—The coming of the New Theatres' social attraction "BAR-DIDI", in Hindi and Bengali, is now being eagerly watched and waited for, by thousands of picture-goers all over India. Apart from its story-value which owes its originality to the renowned author, the late Dr. Sarathchandra Chatterjee, there are multitude of

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other attractions that contribute to the making of a successful screen-play.

Though basically a drama of two human souls who loved, seperated and felt for each other, the tragic elements will find its due compensation through a clever blending of various other elements of diverse appeal. There are songs and a dance hit, suitably incorporated with a sense of balance and judgment, which we hope, will add to the beauty of the drama, affording desirable relief to fully appreciate its tragic note.

Director Amar Malick and his team of celebrated technicians did all that was humanly possible to present this story, with touches of realism and artistry, as it rightly deserves. There are all the best-known players in the cast of both the versions and we can be assured of a good performance from each one of them.

"THE SNAKE CHARMER" (Hindi & Bongali)—"THE SNAKE CHARMER" shooting whereof will be over by the time these lines go into print, will be in the crowning glory of a distinguished career. Director Debaki Bose has to his credit many triumphs, but in his current vehicle, he will give something entirely novel, that promises to add a new chapter to screen history.

Based on the love and life of a little-known community, "THE SNAKE CHARMER" presents a group of men and women whom social conventions could not cramp, and who loved and fought and lived in the spacious lap of nature. Full-blooded action and high-speed drama lend a glowing colour to the picture that portrays life in the raw. Romance, tragedy and laughter are blended together with perfect skill, and clever cast-headed by Nawab, Kanan, Pahari, K. C. De, Prithviraj Menaka and a host of others give out their very best in the different roles of the picture.

R. C. Boral's music will be an added attraction of this picture which you must hear to believe.

The Picture will be shown after "Dushman"

"KAPAL KUNDALA"—Director Phani Majumdar was found busy throughout the last week, to expedite the two important dance sequels on two different sets. The first one took place on Saptagram Set introducing KAMLESH KUMARI as Moti Bibi. She was seen in the big dancing-hall of her house, giving hey maddening dance in honour of Navakumar as the only guest of honour. The orchestral accompaniment came from a bevy of well-dressed girls, with the only male 'Ostad' singing a lilting song. The 'Ostad' was no other than the versatile songster, Pankaj Mallick.

Kamlesh was found also on the other Set, showing the residence of 'Moti Bili' at Burdwan. Here, she was seen giving her first solo-dance, in accompaniment of the song, sung by the sweet remembrance of 'Navakumar', whom she saw and loved. The dance which fully interpreted the song, was in keeping with the mood and sentiment that was uppermost in Moti Bibi's heart at that moment.

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The shooting of Director P. C. Barua's Bengali picture "RAJAT-JAYANTI" started at Studio No. 1, in the presence of Mr. B. N. Sircar, and other executives of this concern.

RAJA YOGI KUMANAN (Synopsis)—King Kumanan's reign, life and teachings form a brilliant link in the long chain of supermen, who have made the ancient history of South India glorious.

As if to bring out virtue in bold relief vice is essential as a back-ground, the munificence and greatness of this King created envy and greed in the mind of his brother, Amana.

A petty but ambitious chieftain Virvarma had sent a Shastri to the King's court ostensibly as an astrologer but secretly to conspire for his downfall. The Shastri found a ready and powerful tool in Amana.

Madana, a dancing girl, whose love for the king was turned down vowed vengeance against the King. She accepted Amana's overtures, the King's brother who was intoxicated already with wine and the Shastri's astrological predictions.

Vijayadasami festivities were always a grand occasion for the king to indulge to his heart's content in charities from his royal throne. Amana took that opportunity to denounce the king publicly for his "impoverishing" charities and wanted him to leave the throne for the "good" of the State. The saintly king, who had internal urge for renunciation, immediately took this opportunity.

Amana started his reign by confiscating all his brother's charities and went on with his rule of open, intolerable tyranny.

Amana heard the talkative Shastri's wife roundly abusing him for being a fool and a knave. He had her arrested.

The Shastri, enraged at his wife being arrested, invited Veervarma to come as a friend and arrest Amana and seize the throne. The messenger who carried this letter became thirsty on the way, and placed the bag by his side to drink water from a stream, The ape snatched away the bag and gave it to Kumana. The king, alarmed at the news, went in disguise to the kingdom defeated the almost victorious Veervarma, and gave back the throne to his brother.

The Shastri and Madana convince Amana that it was the queen and the ex-king who were conspiring for his downfall. Amana in a moment of mad rage put the qween in jail, ordered the prince to be killed and set a price of ten thousand gold coins on king Kumana's head.

The people now in open revolt released the qween and chased Amana. Kumana rushed to his rescue ; and arrived just in time to grant him forgiveness for his sins in this life ; but Amana could only take his brother's fergiveness to die peacefully. The people went down on their kness to Kumana urging him to take the throne, but the King, who had seen light, refused to be again enmeshed in material activities, and asking them to keep his young son Suguna on the throne, preached patience and nonviolence to

his people. With the queen he again sought the wide expanse of nature to attain enternal happiness.

"**DUSHMAN**,"—a picture which, we understand, was made by tha famous Calcutta Studio, New Theatres, at the special request of His excellency the Viceroy, presents the dreadful disease of Tuberculosis as India's Public Enemy No. 1.

It was released at the Star Talkies, Madras and is getting very good reception.

Their Excellencies the Viceroy and Lady Linlithgow saw it at its All-India Premiere in New-Delhi on 21-2-39.

In view of the Anti-Tuberculosis campaign about to be launched throughout the country with the fund collected throughout last year by contributions from every corner of India, "Dushman" which depicts in the most graphic manner the ravages and menace of this disease is naturally invested with unusual interest.

It was directed by Nitin Bose, one of the most brilliant and imaginative of Indian film directors and a veteran personality in the New Theatres studio. Their outstanding pictures such as "Bhagyachakra," "President," etc, were directed and photographed by Mr. Nitin Bose.

A more recent picture of his was "Dharti Mata" India's equivalent of "The Good Earth" and in every respect as good and inspired a work of screen art as that great Hollywood masterpiece.

Apart from its thematic and directorial value, "Dushman" has in Saigal a very popular screen star, the singing idol of millions whose songs are on every lip in every city and village of India.

RYTU BIDDA (Son of the Soil)—Sarathi's "Rytu Bidda" is now under production at M. P. P. C. Studios, Madras. The resourceful Director Ramabrahmam is moving earth and heaven to make Sarathi's "Rytu Bidda" a cent per cent success.

"**THIRUNEELAKANTAR**"—The Madras publicity for "Thiruneelakanta Nayanar" (Tamil) is in charge of Mr. T. R. Saravana Perumal, 354, Mint Street, G. T., Madras on behalf of Mr. T. D. Sivapunyam News Agency, 15, Rock Fort, Teppakulam P. O., Trichy.

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Miss. Meenakshi in 'Brahmachari"

A scene from "Rytu Bidda" (Telugu)
To be released shortly.

INDIVIDUALITY AND ENTERPRISE

TRIBUTE TO SOUTH INDIAN FILM PRODUCERS

MR. K. BABURAO POI, a partner in the Prabhat Films Ld, and a Vice-Chairman of the Reception Committee of the Indian Motion Picture Congress to be held at Bombay at the end of this month, paid a tribute on April 7 to South Indian film producers for their individuality and enterprise.

Mr. Baburao Poi has been here during the last few days seeking the cooperation of South Indians in conducting the Indian Motion Picture Congress.

The Congress will mark the silver jubilee, of the film Industry in India and will provide an opportunity to film-producers in India to to pool their ideas and to develop the industry in the future.

Mr. S. Satyamurthi, M.L.A. (Central), is the president-elect of the conference and among the patrons of the conference are Ministers of the Bombay Government, High Court Judges and various other prominent Indians.

Members of the Provincial Subjects Committee of the Congress met Mr. Baburao Poi at a tea party at the Connemara Hotel yesterday. There was a large gathering of film producers and exhibitors. After tea a meeting was held. Mr. G. Ramabrahmam, who presided, welcomed Mr. Baburao Poi to Madras.

Mr. K. Subramaniam, a film director, appealed to South Indian producers and exhibitors to join the Congress.

Mr. BABURAO POI. adressing the meeting, referred to the importance of the Indian film industry and said that after "struggling valiantly for twentyfive years, the industry has reached a stage when we can safely say it has come to stay".

A COMMON PLATFORM

Referring to the proposed Congress, he said, "The essential idea underlying the Congress is to provide a common platform to all people working in the Industry for exchanging ideas and for taking firm and wise decisions for the future so that those in the industry may not commit the mistakes of the past. This great purpose can be achieved only if the forthcoming Congress is attended by delegates from every part of India with the sole aim of helping the Indian Film Industry fulfil its purpose better than at present and of making it more indegenous and more stable than it is.

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Director : K. RANGA RAO

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Forthcoming Pictures

The following pictures are under production and will be released shortly :—

Bhaktha Kumana or Raja Yogi—V.A. Chellappa and T.P. Rajalakshimi. Distributor: Kapurchand & Co., Bangalore City.

Sithapaharanam—Ranjit's Tamil picture and distributed by Select Pictures Circuit. Cast: K. Raju, M. S. Rajagopalan, V. Ramachandra Bhagavathar, T. P. K. Sastry, Seethalakshmi and Kanakam. Director: Mr. M. P. Soundara Rajen.

Rama Nama Mahima—Saraswathi Pictures' Tamil picture.

Mathru Bhoomi—Prema Film Co.'s Tamil picture with T. S. Santhanam and A. K. Rajalakshmi in the cast. Director: H. M. Reddi. Distributor: Al. Rm. Co., Vepery, Madras.

Bhaktha Pundarika—Vel Pictures Tamil picture. Cast: M. R. Krishnamoorthy, Kali N. Ratnam and T. A. Maturam. Director: D. G. Gune. Distributor: Vel Murugan Film Service, 128, Govindappa Naick St., G. T. Madras.

"South India occupies a special position in the film industry. You have fine literature and finer music to enrich your films and to give them individuality. There is no danger that this individuality will be lost in the future.

"In the South we find stable and enthusiastic producers, who as a result of their enterprise have acquired considerable experience and are wise in several respects. That precious experience is required at the Indian Motion Picture Congress.

COOPERATION

"From the talks I had with certain friends here it was surprising to learn that there was a lurking suspicion that we in Bombay have not extended to you our heartfelt cooperation. I am glad I am here to remove this impression and to assure you that we have always considered you as workers in a common cause.

"How much we value your help and cooperation will be evident from the fact that we have chosen your trusted leader, Mr. S. Satyamurthi, to guide our deliberations at the Congress."

On Thursday evening the proprietors of Madras Theatres and the directors of Vel Pictures Ltd, entertained Mr. Baburao Poi at a tea party also at the Connemara Hotel. The chief guest and others were received by by Mr. T. Kannabiran, manager of Broadway Talkies. An address of welcome and a souvenir were presented to Mr. Poi.

Replying, Mr. Poi thanked the Madras Theatres for their reception to him and appealed to the film industry in Madras to cooperate with the Indian Motion Picture Congress.

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Sairandhri—Sundaram Sound Studios' Tamil picture; Cast: Bai sisters and P. B. Rangachari; Director: Kanehibai Desai.

Luck—Mayura Films' Tamil picture. Cast: V. V. Satagopan and Suryakumari.

Thiruneelakanta Nayanar—Thiagaraj Films, Trichy. Cast: M. K. Thiyagaraja Bhagavathar.

Santhana Devan—Modern Theatres, Salem.

Kavi Kalamegam—Salem Mohini Pictures. Salem. Cast: T. N. Rajarathnam and S.P.L. Dhanalakshmi.

Madras Express—Basta Road, Bombay.

Krishnan Thoothu—Sama and Kamalaveni, Rajagopala Talkies. Madras.

Anandasramam—Padmanabhan & Co., 10, Stringer's St., P. T. Madras.

Sakkubai—Aswathamma—Rayal Talkie Distributors, Madura.

Thiaga Bhoomi—S. D. Subbulakshmi—Madras United Artists Corpn., Madras.

Sakthi Maya—Madras United Artistes Corpn., Madras.

Ramba's Love—T. A. Mathuram—Murugan Talkies, Madura.

Prahlada—Master Mahalingam—Central Studios, Coimbatore.

Mani Mehalai—T. B. Sundarambal—Asandas Classical Talkies, Madras.

Syam Sunder—Lakshmi Cinetone, Madras.

Vimochanam—"Mirzapur House" Alwarpet, Madras.

Manasa Devi—East India Film Co., Calcutta.

Kiratha Arjuna—Veenus Pictures, c/o, Andhra Cinetone, Vizagapatam.

Manikkavachakar—P. B. Rangachari—Salem Sree Krishna Films.

Kumara Kulothunga—Deccan Cinetone, 1/11, Mount Road, Madras.

Pandari Mahatvam—M. R. Tukaram–Shakti Movietone,Madras.

Moksha—United productions.

TELUGU

Rytu Bidda—Sarathi Films, Royapettah, Madras.

Vara Vikrayam—Chamria Talkie Distributors, Vepery, Madras.

Jayaprada—Sree Sarada Royalaseema Films, 6, Harrington Road, Chetpet, Madras.

Mahananda—Jaya Films, Alwarpet, Madras.

Kalidas—Jaya Films.

Usha—Modern Cinetone c/o, Sundaram Sound Studios, Adyar, Madras.

Pasupathasthram—Ram Gopal Pictures, c/o Saraswathi Talkies, Bezwada.

Amma—Aurora Film Corpn., Armenian St., G. T.

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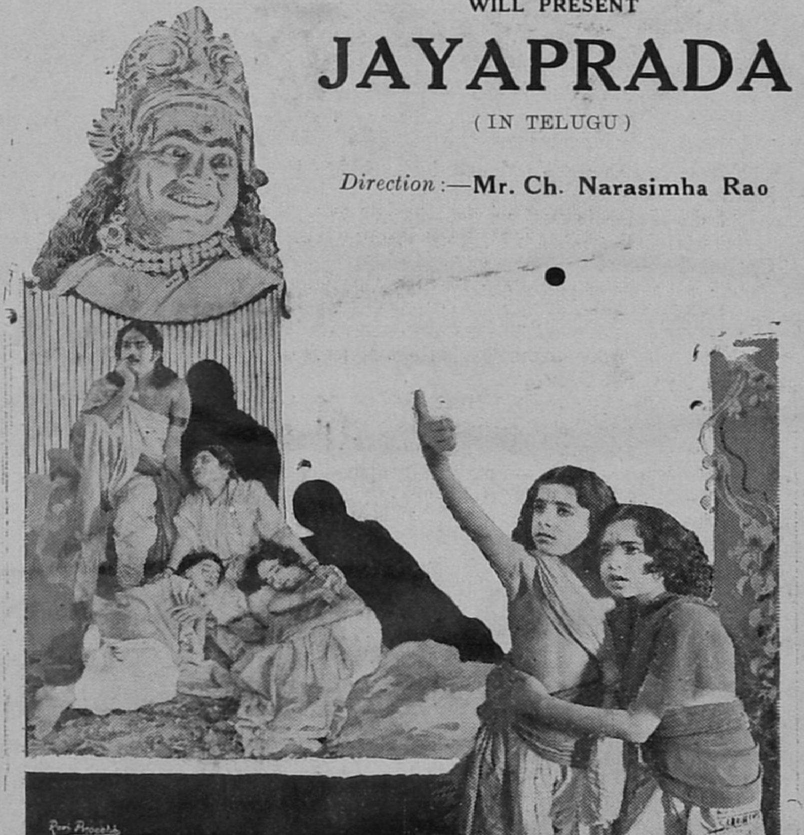

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Film Diary

NOTE THE DATES

March. 15: Srivilliputhur Municipal Council passed a resolution, sanctioning the construction of a Cinema theatre.

March. 15: Publication of "Minnoli" (Tamil fiilm fortnightly) and of "Film Trade" English film monthly, published by S. V. Raman, 23 Big St. Triplicane, Madras.

March. 16: Bombay Film Journalists' Conference at Bombay. Mr. Samaldas Gandhi presided.

March. 16: Release of "Jothi Ramalingaswami" Tamil at Paragon.

March 17: Releases of "Cat" (Hindi—Ranjit Film with E. Bilimoria) at Sagar and "Service Ltd." (Hindi Sagar Movietone's film with Surendra and Maya) at Select.

March 17: The Motion Picture Society announces of the Bengal Govt's ban on "Gangadin" (English)

March 18: Release of "Madhu Bansari" (Hindi Film with Shanker, Vazre and Sarojini) at Wellington.—Dances of Pooviah sisters at New Elphinstone.

March 18: Release of "Brahmachari" (Hindi-Huns' film with Master Vinayak and Meenakshi) at Gaiety.

March 19: A meeting of Madura Exhibitors' Assn, to protest against Entertainment Tax.

March 19: A meeting of Tinnevelly citizens was held to protest against the running of Cinema shows after midnight in the interests of public health.

March 20: Hon'ble Mr. C. Rajagopalachariar, Prime Minister, refers the Entertainment Tax Bill to Select Committee.

March 20: A meeting of the Vizianagaram Exhibitors was held to protest against the Entertainment Tax.

March 21: Meeting of Madras Film League at Gaiety Re: deputation to the Prime Minister.

March 22: Madras Film League's deputation met the Prime Minister, Mr. C. Rajagopalachariar Re: Entertainment Tax.

March 22: Mr. Balagangadharam, Congressman of Kumbakonam gave notice of a resolution to the Municipality, requesting the Government as well as the Municipality to prohibit Cinema after 8 P. M.

March 22: U. P. Government have granted a plot of land called Shintola near Almorah to serve as art centre for Udaya Shankar.

March 23: Death of Mrs. Shepherd or Miss Louise Freear, Musical comedy actress at the age of 67 in America.

March 26: Trade show of "Vandemataram" (Telugu) of Vauhini Pictures at Broadway Talkies. Hon'ble Mr. B. Gopal Reddi, presided.

March 27 : Alleged assault on two employees of Joyce Bioscope (Touring Cinema) near Alwarpet.

March 27 : Mannargudi Municipal Council's protest against the Entertainment Tax.

March 27 : For the first time,a film on Jerusalem or the "Holy-land" was shown at West Minister Abbey, London.

March 28 : At Coimbatore, Mr. Ramkumar, film actor, spoke on "Studio Life" Mr. P. V. Krishnaswami Iyer, District Munsiff presided.

March 30 : Marriage of Clark Gable and Miss Carole Lombard at Kingman, Arizona (America)

March 30 : Andhra Chamber of Commerce expresses protest against Entertainment Tax.

March 31 : Trade show of "Maya Machindra" (Tamil) Metropolitan Pictures, Tamil film at Wellington Talkies.

Releases of "Ladies Only" (Hindi, Sagar—Sabitha, Bibbo & Prabha) at Sagar and "Yangrilla" (Hindi, Bhawnani productions Enakshi Ramarao, at Select.

March 31 : The Villupuram Municipal Council's decision : The Commissioner's suggestion that Villupuram being a small town it was desirable to grant a licence for only one cinema led to a discussion in which the Chairman, Mr. R. Jayarama Iyer, and other Councillors took part.

It was decided that one licence for a permanent cinema theatre and another for a touring cinema might be granted.

Regarding the licensing of dramatic hall, in the place where a cinema is lacated, the Council was opinion that a licence for 22 days might be granted from April 1 provided the improvements suggested by the Commissioner were carried out and the grant of a temporary or annual licence would be considered if the improvements were carried out.

March 31 : Entertainment Tax Bill passed by the Madras Legislative Assembly.

April 1 : Poor feeding at Paragon Talkies in connection with screening of "Jothi Ramalingaswami".

April 2 : Death of Mr. P. V. Rao, film director at Kalahasti due to Tuberculosis. His last picture is "Madurai Veeran", now running for the fourth week at Kinema Central, Madras.

Releases : At Roxy "Just Around the Corner" (Shirley Temple) "Vandematharam (Telugu) at Broadway; "Maya Machindra" at Wellington; Mikado" (English) at West End.

April 7 : Release of "Dushman" (Hindi of New Thaatres) at Star, Madras.

April 14 : Marraige of Srimathi P. Sundaramma, actress in "Mala Pilla".

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